

Rep Order# 9849460 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 67617

Printed: 10/25/2012 8:11 AM
Last Received: 10/24/2012 5:18 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 60S
Estimate# 2175
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2175
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 10/24
LN 2- DOESN'T NEED TO BE REVISED. 10/26 IS WITHIN THE
W/O 10/23-10/29. PLS CF- CHRISTINA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:60	\$1,000.00	10/23-10/29	1	1	1	\$1,000.00	
				Station Remark: V2 1x na 10/23 no time mg stp on fri 10/26 ncir								
				V2 Comment Changed								

---REPORT TOTALS---

Report Totals: 1 / \$1,000.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$47,050.00 Nov 12: 0 / \$0.00
Sales Totals: 19 / \$47,050.00
Station Totals: 19 / \$47,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$117,625	CABL 0%	EKRC 0%	UNKN 60%	WBQC 0%	WCPO 0%
		WKRC 40%	WLWT 0%	WSTR 0%	WXIX 0%	

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Books null
Demos RA35+

Rep Order# 9849460 Ver# 2 Status Returned
EC'd Yes

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--- REMARKS ---

pls see line 1
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Salesperson FAX# 202-955-5348

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Monday, October 22, 2012 3:30 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 67617

Station: WKRC-TV

Order Information:

Order #: 67617
Order Total: \$47,050.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 60S
Alternate Order #: 09849460
Estimate #: 2175
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67617-1-1):

Rate: \$1,000.00
Air Date: Tue 10/23/12
Eligible Days: MTWThF----
Inventory Code: 5a Good Morn Cincinnati
Inventory Description: 5a Good Morn Cincinnati
Inventory Code Time: 5:00 AM-5:30 AM
Spot Type: NM
Restricted: Earliest start: 5:00:00 AM, Latest end: 5:30:00 AM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

JP 10/26 NE 1/2

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 67617												
Line: 1												
10/26/12	Friday	5:21:41 AM	1:00	\$1,000.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 60S	2175	P-2	2	MWASH
											1	
Line: 2												
10/29/12	Monday	5:57:16 AM	1:00	\$1,000.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 60S	2175	P-2	1	MWASH
											1	
Line: 3												
10/29/12	Monday	3:45:25 AM	1:00	\$900.00		CBS This Morning	7:00 AM-9:00 AM	OBAMA 60S	2175	P-2	2	MWASH
											1	
Line: 4												
10/27/12	Saturday	7:23:24 AM	1:00	\$500.00		6a-8a Local 12 News S	(6:00:00 AM-7:00:00 A	OBAMA 60S	2175	P-2	1	MWASH
											1	
Line: 5												
10/27/12	Saturday	7:58:26 AM	1:00	\$1,500.00		CBS This Morning Satu	(8:00:00 AM-10:00:00	OBAMA 60S	2175	P-1	1	MWASH
											1	
Line: 6												
10/29/12	Monday	3:15:40 AM	1:00	\$700.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 60S	2175	P-2	2	MWASH
											1	
Line: 7												
10/26/12	Friday	2:28:41 PM	1:00	\$1,100.00		The Talk	2:00 PM-3:00 PM	OBAMA 60S	2175	P-2	1	MWASH
											1	
Line: 8												
10/29/12	Monday	1:12:26 PM	1:00	\$1,300.00		4p Local 12 News at Fo	(4:00:00 PM-5:00:00 P	OBAMA 60S	2175	P-2	2	MWASH
											1	
Line: 9												
10/29/12	Monday	5:57:51 PM	1:00	\$1,800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA 60S	2175	P-2	1	MWASH
											1	
Line: 10												
10/25/12	Thursday	3:27:46 PM	1:00	\$3,000.00	OFA-12-	CBS Evening News	6:30 PM-7:00 PM	OBAMA 60S	2175	P-2	1	MWASH
											1	
Line: 11												
10/29/12	Monday	7:28:04 PM	1:00	\$5,000.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 60S	2175	P-1	1	MWASH
											1	
Line: 12												
10/29/12	Monday	7:58:51 PM	1:00	\$6,000.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 60S	2175	P-1	2	MWASH
											1	
Line: 13												
10/29/12	Monday	11:26:22 PM	1:00	\$5,000.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 60S	2175	P-2	1	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 67617

Line: 13

				\$5,000.00							1	
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Line: 14

10/24/12	Wednesday		1:00	\$1,500.00		Letterman	11:36 PM-12:36 XM	OBAMA 60S	2175	P-2	1	MWASH
				\$1,500.00							1	

Line: 15

10/26/12	Friday	2:48:05 XM	1:00	\$350.00		Late Late Show	12:36 XM-1:36 XM	OBAMA 60S	2175	P-2	3	MWASH
10/29/12	Monday	1:11:45 XM	1:00	\$350.00		Late Late Show	12:36 XM-1:36 XM	OBAMA 60S	2175	P-2	1	MWASH
				\$700.00							2	

Line: 16

10/27/12	Saturday	2:02:26 XM	1:00	\$700.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 60S	2175	P-3	1	MWASH
				\$700.00							1	

Line: 17

10/27/12	Saturday	2:22:58 XM	1:00	\$350.00		Sat 1205a-105a	12:05 XM-1:05 XM	OBAMA 60S	2175	P-3	1	MWASH
				\$350.00							1	

Line: 18

10/28/12	Sunday	2:28:45 PM	1:00	\$15,000.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA 60S	2175	P-2	1	MWASH
				\$15,000.00							1	
				\$47,050.00							19	
				\$47,050.00							19	
				\$47,050.00							19	
				\$47,050.00							19	
				\$47,050.00							19	

[Filtered by:] [Sorted by: Station]